

JUNIOR ACHIEVEMENT ZIMBABWE NEWSLETTER

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UNLOCKING YOUTH POTENTIAL

Junior Achievement Zimbabwe in partnership with Barclays Bank Zimbabwe availed a mentorship opportunity in business to young people in school and out of school in Harare. The initiative was under the theme Unlocking Youth Potential. Its aim was to create a platform where young people interact with existing and successful entrepreneurs. This enabled them to give young people practical insights in initiating and managing a business. Young people are running their businesses after being trained in the company program. The company program exposes young people to different facets of setting up and running a business. Young people had an opportunity to get clarity on the essential skills that are required in being a successful entrepreneur.

Pictures below on the left show Banking Director at Barclays Bank Zimbabwe, Mrs Valeta Mthimkhulu explaining to in school young people the value of business and on the right Managing Director of Securico, Mrs Divine Ndhulukula (sitting second from right) emphasising the need of discipline in business to out of school young people.



Young people noted that the mentorship program was a breakthrough towards addressing some of their challenges. The challenges include lack of employment, limited business opportunities and lack of exposure in life and business skills to overcome poverty. Some of the views from the young people are noted below;

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Owen Tafirenyika noted that, “the plenary session enabled him to present his business, its problems and possible solutions which will make it improve.”

Abigail Mawoyo indicated that, “my confidence improved after sharing experiences with mentors and other entrepreneurs. The experience will strengthen our business as a group.”

Precious Chikara noted that, “It is really empowering to explore the theory you learnt at school into the practical world. I gained exposure in marketing, accounts, human resources and operations.”

The feedback from young people shows how the programme added value to their business skills. This inspires JAZ and its partners to continue unlocking the potential of young people.

Towards Creating an Employable Generation of Young People

Young people in Zimbabwe face multiple challenges in the quest to get employment. Some of the challenges are lack of skills, lack of opportunities and negative perceptions by employers towards young people. This has resulted in high unemployment despite the need for economic opportunities. Junior Achievement Zimbabwe is addressing the challenges facing young people through training in life skills to address the skills gap and working with the private and civic society organisations to create employment opportunities and to provide work exposure.

Pictures below on the left show Community Arts Project Director, Mr Rego in black suit explaining how to write a progress report to Timothy Takawira and on the right Community Arts Project Finance and Administration Officer, Mr Muendesesi explaining how to write a financial report to young people during a civic attachment.



Young people noted that the exposure they gained from the attachment was important in enhancing their practical skills and connecting to the workplace environment. It is also critical that young people translated some of the skills they learnt during life skills training. The skills include working in teams, work ethics, leadership, influencing others and communication. Young people noted that the training and the model of the attachment is key towards solving employment crisis in the country.

Making Young People Realise Their Potential

Youth unemployment rate in Zimbabwe is rising to the detriment of young people's potential. This is especially in the formal sector where in most cases young people seek employment. The empowerment of young people in business is contributing immensely in unlocking the challenges being faced. This is due to broadening their careers in the informal sector. 12 young people in Epworth being 10 males and 2 females were trained by Junior Achievement Zimbabwe (JAZ) in life skills and entrepreneurship. They proposed to venture in the production of bricks to address a need in the community. Young people are trading as Stopover Bricks. The company received \$120-00 from JAZ as start up capital and they purchased a wheel barrow, a 1200 litre drum tank, a shovel and industrial gloves. The support enhanced their work and is making them productively engaged.



Young people producing bricks at the production site

In a space of 3 weeks the company produced 8 000 bricks out of a target of 20 000. To produce 1000 bricks they use USD15 and they sell the same bricks at USD55. The group testified that the business is helping them realize their potential in the business of brick production and they are going to be the lead company in supplying Epworth and beyond with bricks to address construction needs.

Young people noted that they had idle time before the project but they are now fully occupied as they spent most of their time at the production site.

NURTURING YOUTH POTENTIAL AND INNOVATIVENESS

Young people in Mutare at FIF Children's Home comprising of 8 females and 6 males have started a charcoal briquettes project. They were trained in life skills and entrepreneurship by Junior Achievement Zimbabwe which enabled them to start the project. Young people are to produce environmental friendly and affordable charcoal briquettes from waste materials as an alternative source of energy, while providing employment opportunities for its members and other young people.



Young people soaking paper for their charcoal briquette project

The product is unique and innovative in that the raw materials are discarded sawdust and waste papers sourced from dumpsites in the community. The benefits to the community are clean environment, preservation of trees and electricity as it is alternative source of energy, reduction of refuse storage and disposal, less expensive yet longer lasting source of energy and income generating opportunity for the youth.

Young people noted that they want to try the charcoal briquettes at home. If they find it working they intend to market the product in the community and beyond. Market research on the product shows that the production of environmentally friendly charcoal briquettes is an industry with great potential.